

ABSTRACT OF THE DISCLOSURE

A technique for transmitting and receiving an electronic program guide which identifies programs that are to be transmitted. Electronic program guide (EPG) data includes image data representing images of reduced, less than normal, size to identify respective programs which are to be transmitted. The EPG data is combined with program data, the latter representing different programs transmitted on different broadcast channels, and the combined data is transmitted. On reception, the EPG data is separated from the received program data and the images of reduced, less than normal size represented by the EPG data are displayed in superposition over the received program.